

Industrias HACEB SA in Consumer Appliances (Colombia)

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Abstracts

Industrias HACEB's strategic plan, Mega 2017, aims to increase sales to COP1 trillion by 2017. The company continues to consider innovation and new product development as its key sales drivers. In 2016, Industrias HACEB revamped its refrigeration portfolio with an innovation aimed at improving the storage space inside its fridges and fridge freezers. External design will continue to be a focus area for the company with the strengthening of partnerships with prestigious design houses, such as Swa...

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